Pattie Gonia: Patagonia is trying to 'bully' and 'erase' her with lawsuit

"This is a corporation trying to erase an activist," said the drag performer, breaking her silence on the tense legal battle with the outdoor apparel company.

Pattie Gonia at the OUT100 Celebration / River Callaway/Variety via Getty Images

By Moises Mendez II
May 27, 2026

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May 27, 2026 at 7:40 AM

Hi everyone. It's Pattie Gonia.

Today I'm breaking my silence about the lawsuit that the multi-billion dollar corporation Patagonia has filed against me, a drag queen and climate activist, for trademark infringement.

Patagonia told the media they're only suing me for $1. What they're actually trying to do is take away my name permanently and threaten me with more than $1M million dollars in legal fees. This is not a brand conflict. This is a corporation trying to erase an activist. This is how corporations bully individuals who cannot match their resources.

Because this would take away not only my

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in addition to the video i posted today, i want my community to know what's really going on and to hear it from me personally. today I'm speaking publicly for the first time about the lawsuit patagonia inc, filed against me, a climate activist, in federal court.

this is not a joke. this is real.

patagonia is taking me to court because they claim i'm causing "irreparable" harm to their brand by doing, and wait for it, "motivational speaking services in support of environmental sustainability" and "organizing, arranging, and conducting trail and hiking events."

patagonia Inc. claims "they're in business to save the home planet" if this is what saving the home planet looks like to them, then one of us has profoundly misunderstood the assignment and it's not me.

over the last 4 months since the lawsuit was filed, i have stayed silent and worked every channel I had to resolve this without going to court.

but in the end, I had two choices: 1. the erasure of my name, my advocacy, my community, and everyone i employ or 2. fight for myself and fight for us.

so i'm fighting, and i'm inviting you to join me in a simple call to action: patagonia, drop the lawsuit.

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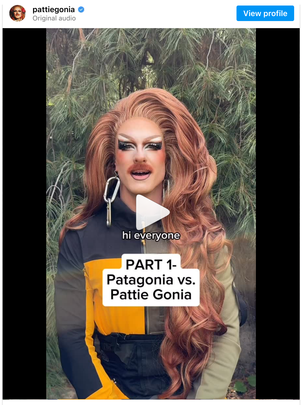

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